

Redefining Cleaning – Intelligence in motion for a smarter tomorrow

Kareima's journey from trusted tradition to autonomous innovation

by Sandra Oelgeklaus – CEO KAREIMA Group

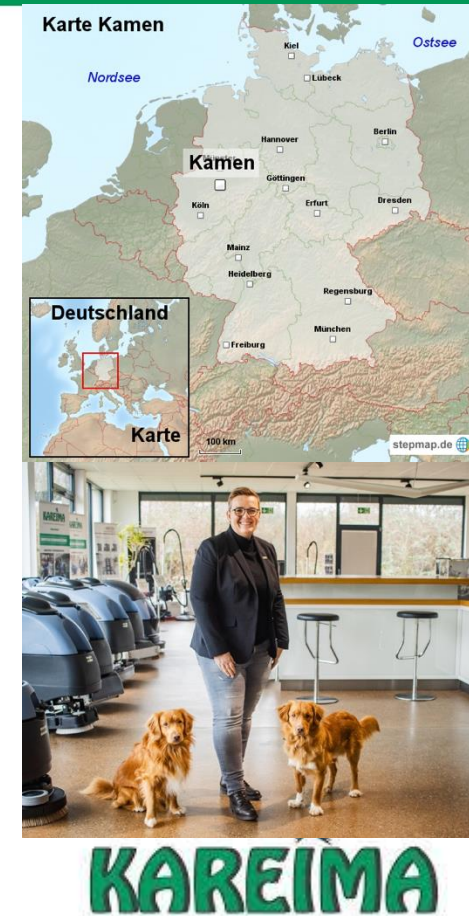
Our Vision:

„We want to make professional cleaning smarter, greener and more independent & autonomous – supporting our customers with efficiency, hygiene and ecological responsibility in large scale operations.“

Kareima Group Today - 2025



- ❖ Founded 1990 in Kamen / North-Rhine-Westfalia / Germany
- ❖ Till today family-owned – CEO Sandra Oelgeklaus
- ❖ Biggest distributor and multi-brand dealer for professional cleaning machines, cleaning robotics & equipment in Germany
- ❖ Full after-sales service
- ❖ Proudly trusted by customers & partners for long term relationship
- ❖ Customers are very spread – retail, logistics, industry, public facilities, hotels, cruiseships and contract-cleaner



Proven Machinery



- ❖ Focus on classic cleaning equipment
 - Scrubber-dryer (walk-behind and ride-on)
 - Sweeper for indoor and outdoor usage
 - High-performance tools and solutions for special problems

- European values
 - ✓ Robustness
 - ✓ Engineering excellence
 - ✓ Dependable service
 - ✓ reliability

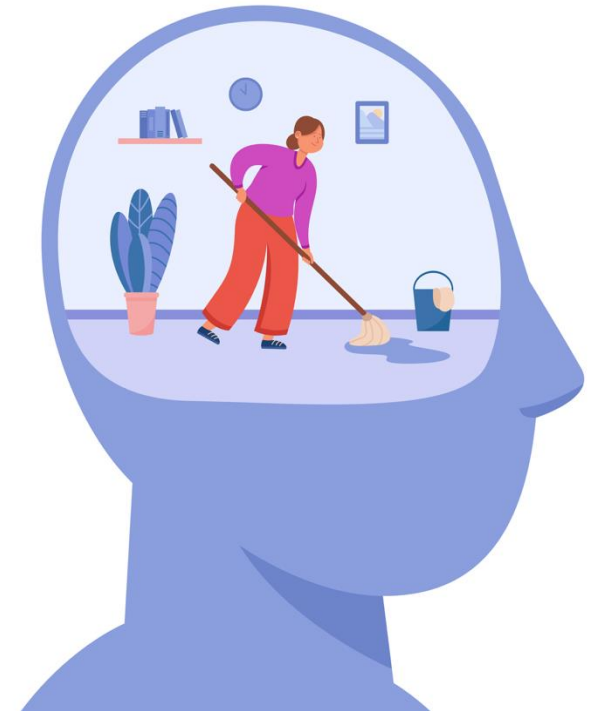


- ❖ Corona had massive impact on cleaning sector
 - Bigger focus on hygiene
 - Demographic change / lack of staff
 - Climate change more present

TRANSFORMATION

- ❖ New competitors push on robotic & automation faster then expected
- ❖ Tradition alone is not a guarantee for future success
- ❖ Development challenged Kareima – positively

Move forward with open mindset



❖ European manufacturers

- Enhance existing machines with automation

❖ Asian manufacturers

- Equip existing robots with cleaning tools and teach them how to clean



Innovation gap

- ❖ Strong data privacy regulations in Europe
- ❖ Autonomous cleaning involves
 - ✓ Cameras
 - ✓ Sensors
 - ✓ Cloud services
- ❖ Customers need trust in process
- ❖ No confidential information leaves the building
- ❖ Data is stored securely in Europe
- ❖ Systems comply with strict laws

Time & Investment



- ❖ Dramatic labor shortage
- ❖ Cleaning is essential work but
 - Underevaluated
 - Physically demanding
- ❖ without automation operational quality and hygiene standards become difficult to maintain
- ❖ Robotics is not a replacement of staff but an enabler of continuity and service quality



- ❖ Human response to progressive technology has not followed at same speed
- ❖ Concerns:
 - Will robots work reliable?
 - Can we trust the data flows?
 - Will it be a secure investment?
- ❖ German mindset is rather cautious
- ❖ Reduced risk appetite
- ❖ Trust can not be forced ...



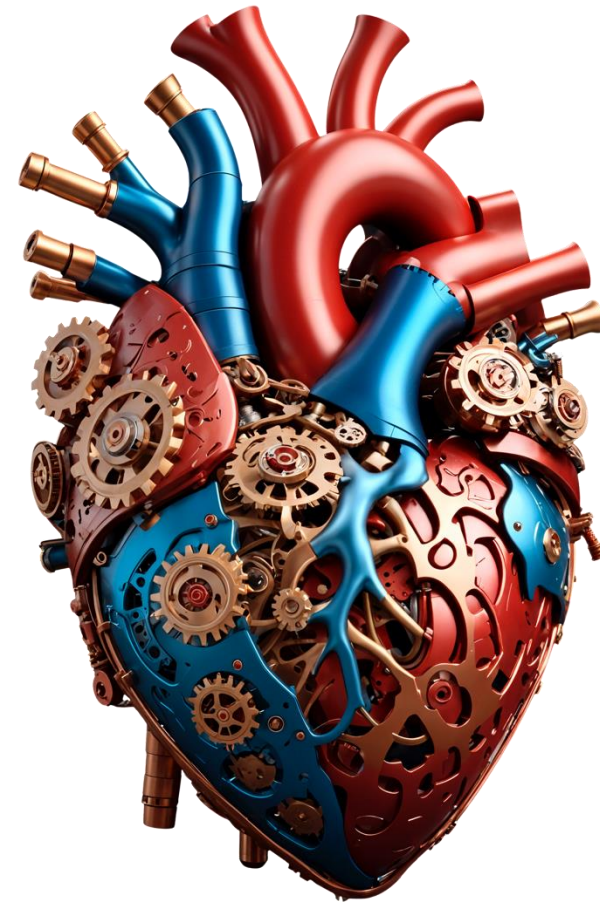
- ❖ Not only providing the right machine or robot but find a full solution with individual concepts
- ❖ Support cleaning staff
- ❖ Ensure measurable sustainability (reduced water & energy usage)
- ❖ Make cleaning quality transparent and traceable
- ❖ Guide organizations towards safe automation in the future



In Japan technology & automation is embraced not as a disruption, but as a partner in service

- ❖ Continuous improvement
- ❖ Intergrated innovation
- ❖ Commitment to precision and harmony

We want to learn !



The future of cleaning is global

- ❖ Similar challenges
- ❖ Greater progress by sharing ideas and strengths
- ❖ Our ambition – shared prosperity ...



... to be continued !

The future does not simply appear

It is created by those who are willing to take the next step

We have the choice

Let ´s choose progress!



„Geh´ immer
vom Besten aus!“*

„Always assume
the best!“*

*Frederik Pferd –
Google Innovations-Chef





Thank you – for listening !

by Sandra Oelgeklaus – CEO KAREIMA Group

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